

**QUARTERLY REPORT
THIRD QUARTER – 2006**

July 1, 2006 through September 30, 2006

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

Growth:

In Las Vegas **traffic** continues to be an issue for locals. With **improvements** to existing roads and the building of new ones, locals may soon be able to get around the valley a little easier. Another concern is **building & construction**. As our city grows, additional homes and work spaces are being built to accommodate the large number of people living in the valley. **Utility issues** will also continue to be a concern. From growing power bills to conserving water, locals want to know how to maximize their dollars. Living in the desert also has locals concerned with the **drought**. From conserving water through landscaping, to low flow toilets, preserving our natural water resources are of great importance.

Education:

The quality of **higher education** is has become more prevalent an issue in Clark County with emphasis on improving the current system. **Safety** is a concern due to the overcrowding of **class size** and the lack of adequate **staffing** of teachers. **Busing** is also a problem because of the lack of drivers which then causes overcrowding and late running times. Another issue that is currently being addressed is the issue of all day kindergarten and its benefits and costs.

Crime:

Crime is one of the top three concerns among Southern Nevada residents. The allure of the 24 hour city and rapid growth constantly contribute to an increase in **alcohol** and **DUI**-related accidents as well as illegal **drug** use. Since 9-11, there has been a growing concern for **public safety** specifically along the strip where some of the largest hotels in the world are located. In the suburban communities **family safety** is also an issue. The sheriff of the Metro Police Department says that **gangs** are a growing problem here locally and one of his biggest concerns as head of the department. Police are also seeing an increase in **sex crimes** specifically among young adults who are being forced into prostitution from out of state. The recent high-profile arrest of infamous polygamist Warren Jeffs just outside of Las Vegas is also throwing **polygamy** into the spot light. **Graffiti** continues to be a problem not only in the city limits but in neighborhoods as well.

Lifestyles

Lifestyles in our community are always a concern with adults. Our city has several lifestyles that contribute to different issues, good and bad. **Health and Medical issues** are always a topic of discussion. **Gambling and Casinos** are also that are under constant criticism. There are many family issues and activities that of concern as well. **Outdoor activities** continue to be a topic of discussion in Las Vegas as well – is there enough to do? What is there to do?

Economy:

With the summer driving season winding down, **vehicle gas prices** remain high in Southern Nevada. The average price is still around three dollars a gallon. While Las Vegas residents are paying a lot to fill up their tanks, there is no shortage of **employment** here in town. The **cost of living** is going up slightly, but remains lower than California. **Tourism** is our city's big money maker. Nearly six thousand people move to Las Vegas each month making **real estate** one of the biggest businesses here locally.

Politics:

Election season is under way and **political crimes** are always something the Clark County Registrar of Voters is keeping an eye out for. During the primaries in August, we saw a number of candidates running bitter **political ads**. The next **election** will be held November 7th. At that time, voters will head to the polls to elect a new governor. One of the heated topics in that race is **immigration** reform. Voters will also vote on a number of **ballot initiatives** including legalizing marijuana and raising the minimum wage.

Children/School:

Class size continues to be a major concern for the children of Clark County. The effects of overcrowding spill over onto many other areas with the increase of students in each classroom. **Crime in school** becomes more difficult to manage and **curriculum** receives less attention. **Recess** is also being reduced in many areas because of the emphasis on improving test scores resulting in less emphasis on general **wellness** of the students.

Children/Safety:

As **gangs** are becoming bolder in their activities it is becoming more difficult for children to avoid the **alcohol, drugs** and **weapons** that are affiliated with them. The peer pressure to join is often too much to avoid. Despite campaigns against tobacco use, **smoking** continues to be prevalent among teens. As for teens and younger children the **stranger danger** warnings continue as more random abductions and attempted abductions are reported. As seen in the expansion of child welfare services the **home life** of many children is not safe.

Children/Activities:

School is in session and school and after school **safety** is always a concern. With the rise in attempted kidnappings as well as violence and threats in schools it important to be aware of the dangers. **School sports** are always a big deal with the new school year. Sports can be a good way for students to make friends and learn responsibility and teamwork. Students also take part in **extracurricular activities** to spend time before and after school. They can be parts of teams, clubs, or even after school jobs. In the extracurricular arena students can learn the value of being part of something as well as commitment and responsibility.

Children/Technology:

The internet is a great source of information and you can find computers in every classroom and home. It is a great resource for children and teens but the internet can also be a very dangerous place. Children and teens sometimes fall prey to sexual predators they meet on the internet on **teen websites** such as myspace.com. With easy access to teen websites and chat rooms, there is growing concern over **internet safety**. The evolution of technology is also opening the floodgates to teen communication through the use of **electronic devices**. iPods, sidekicks, and cellular phones are considered "must have" items by many teens, and parents see these items as a great way to stay in touch with their children.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: July 10-16, 2006, August 7-14, 2006 and September 4-10, 2006.

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (3) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (4) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (5) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (6) [WWW.KVBC.COM](http://www.kvbc.com), OUR WEBSITE, WHICH FEATURES CRIMETRACKER, MAKE-A-WISH, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.